

Cost effective storage and editing for long-term projects

RDF Television used Blackbird for convenient storage, remote access and editing of its media throughout long-term reality film projects.

The company produced over 100 hours of network factual television every year for principal broadcasters, filming contributors from all across the country.



CHALLENGE

RDF needed a solution to support a three-year ongoing project with sporadic filming throughout its duration. For this, they needed to consistently access and log their media with the option to edit whenever required - without any major investment in storage or edit suites.

Keeping all of their media on Avid storage throughout the duration of the project would have proved too expensive. Hardware-based storage at the office would only allow them to view the media without editing.

SOLUTION

On-site ingest: Film rushes were sent to RDF West in Bristol where they were ingested and uploaded via the Blackbird Edge server.

Cost-effective cloud storage: RDF had access to all of their content in the Blackbird cloud without associated storage costs. With scalable pricing, they only paid for what they use.

Professional NLE: Blackbird's complete palette covered video editing for all media industries.

Remote access and collaboration: The production team in London had concurrent remote access to the media stored in Blackbird. They could collaborate via Blackbird's live chat while working on the video content simultaneously.

Integrating with the Avid workflow: Edit metadata from Blackbird could be exported via AAF to continue the edit in the Avid.

BENEFITS

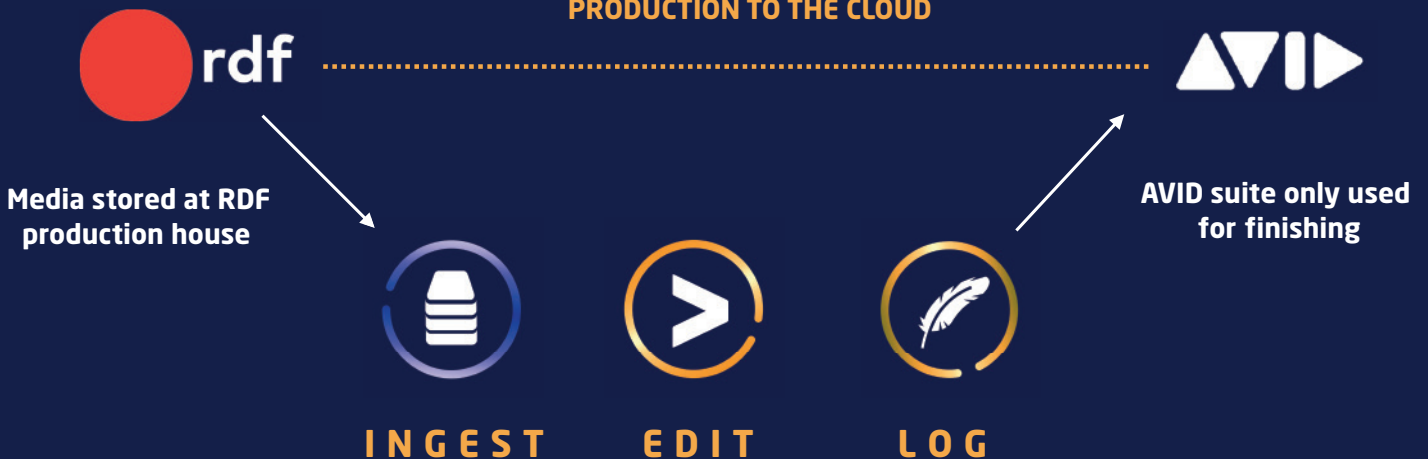
Blackbird's pay-as-you-go workflow is over 50% cheaper compared to the traditional workflow.

Blackbird provided RDF with a convenient cloud platform for their postproduction workflow without unnecessary investment in expensive editing suites.

POST PRODUCTION

ONE DAY IN AVID SUITE = ONE MONTH BLACKBIRD CLOUD ACCESS

OUR CLIENT SAVED 3 YEARS WORTH OF AVID
EDIT SUITE TIME BY MOVING THE
PRODUCTION TO THE CLOUD



GET IN TOUCH

To find out how Blackbird can benefit your broadcast production, chat to our Blackbird team today.



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